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November 18, 2016

Chairman Doug Little  
Commissioner Bob Stump  
Commissioner Bob Burns  
Commissioner Tom Forese  
Commissioner Andy Tobin

Arizona Corporation Commission  
**DOCKETED**  
NOV 18 2016



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AZ CORP COMMISSION  
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Arizona Corporation Commission  
1200 West Washington Street  
Phoenix, Arizona 85007

RE: Residential Customer Education and Transition Plan  
Arizona Public Service Company 2016 Rate Review  
Docket No. E-01345A-16-0036 and Docket No. E-01345A-16-0123

Dear Chairman and Commissioners:

As you know, APS has proposed to expand the application of rates with peak usage (demand) to most residential customers in its currently pending 2015 test year rate review. In an effort to facilitate outreach, awareness, and to create a smooth process for our customers, the Company has developed a comprehensive residential customer education and transition plan, which is included as part of this letter. This plan was presented to parties at the Company's third rate review technical conference on September 29, 2016.

APS believes that input and feedback from a variety of viewpoints and experiences is critical in crafting an effective education and transition plan. With that in mind, APS would like to create an open dialogue with all interested parties and invites you, along with Commission Staff, intervenors and other stakeholders, to provide comments and feedback on the APS proposals in this docket. A description and narrative discussing the plan along with the presentation from the technical conference is attached here for your convenience.

The Company welcomes any comments, reactions, and feedback to our Education and Transition Plan and would appreciate input on any of the following questions:

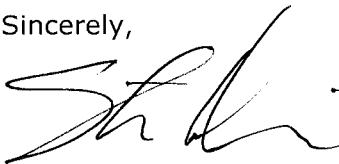
- *What are the key principles of an effective education plan? Specifically, what reactions do you have to the proposed Phases outlined on Slides 17-27 of the attached plan?*

- *Have you seen examples of education plans that have been executed well? This may include industries outside of the electric industry.*
- *APS understands that some customers do not want/or have the means to communicate through technology (email, apps, text alerts, etc.). As outlined in slide 12, APS is engaged in the community through open houses, home shows and community events. Additionally, APS will continue to have customer care representatives that can answer questions over the phone and offices where customers can speak with a representative in person. Do you have any other recommendations for communication methods that do not rely on the use of technology?*

The Commission has correctly noted that a thoughtful education and transition plan is key to properly facilitating customer awareness of ways to save on rates of any type. Your input will help ensure that our proposed plan maximizes opportunities for customer education and awareness.

Thank you for your consideration of this request. APS looks forward to a robust and meaningful conversation regarding the Company's customer education and transition plan and a fulsome evidentiary record in this case.

Sincerely,



Stacy L. Derstine

SD/kac

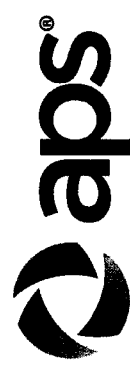
Attachments:

- Stacy L. Derstine's Presentation from APS's September 29, 2016 Rate Case Technical Conference
- Addendum to Stacy L. Derstine's Presentation from APS's September 29, 2016 Rate Case Technical Conference

cc: Docket Control  
Parties of Record  
Jeff Hatch-Miller  
Thomas Broderick  
Terri Ford

# APS Rate Case Technical Conference

September 29, 2016



# **Residential Customer Outreach and Rate Transition Plan**





# Overview

- Current rate plan success
- Creating a customer-centric plan
  - Objectives and Education/outreach framework
  - Customer touchpoints, tools and community outreach
  - Customer engagement factors
- 3 phases of outreach
  - Awareness
  - Transition
  - Transition and Beyond
- Summary



## Proposed rates overview

	<u>Basic Service Charge</u> (per month)	<u>Demand Charge</u> (\$/kW)**	<u>Summer Energy Charge</u> (On/Off Peak \$/kWh)	<u>Winter Energy Charge</u> (On/Off Peak \$/kWh)
Extra Small*	\$18	None	\$0.10324	\$0.10324
R-1	\$24	\$6.60/kW	\$0.1516/\$0.08070	\$0.12730/\$0.08070
R-2	\$14.50	\$8.40/kW	\$0.1516/\$0.0808	\$0.12730/\$0.0808
R-3	\$24	\$16.40/kW summer \$11.50/kW winter	\$0.0909/\$0.05475	\$0.06670/\$0.05475





# Core message - shift, stagger, save

**3 ways to save during on-peak hours (3pm-8pm on weekdays)**



## shift

usage from on-peak to off-peak

For example, set your dishwasher to run on a delay cycle, run your pool pump at night or do your laundry on the weekend.



## stagger

the use of major appliances

Avoid running major appliances at the same time during on-peak hours. For example, start your laundry after you cook dinner.



## save

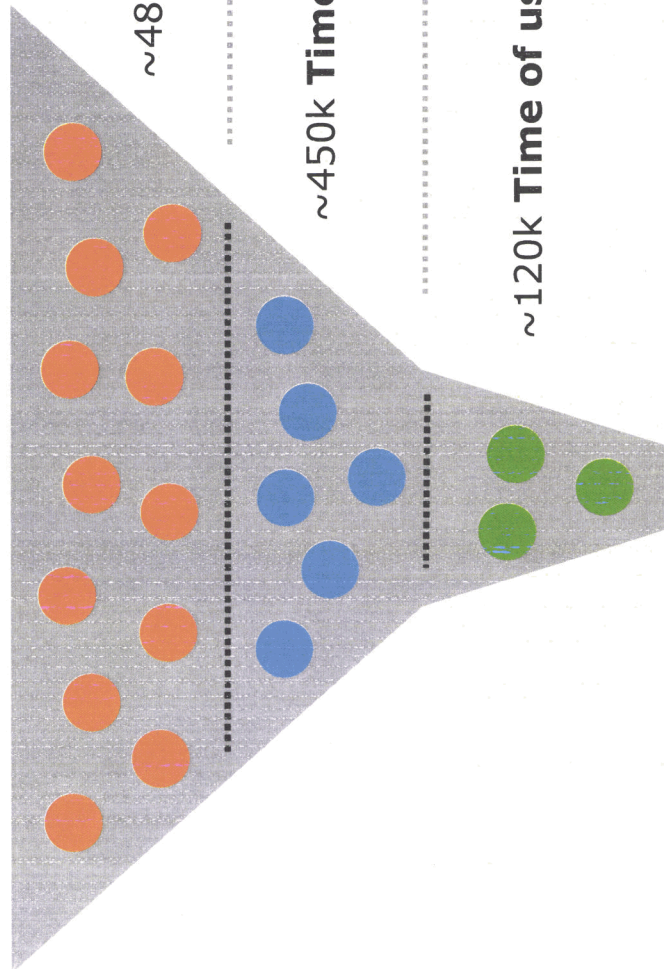
with tips and tools

For example, turn off ceiling fans when leaving a room, switch to LEDs, and get customized savings tips by taking our online Energy Analyzer survey.



# Experience – not starting from zero

~1 million Residential customers



*Our Customers...*

~480k **Standard** customers

~450k **Time of use** customers

*Opportunity...*

**Save**  
(through  
conservation)

**Shift  
& Save**

**Shift,  
Stagger  
& Save**

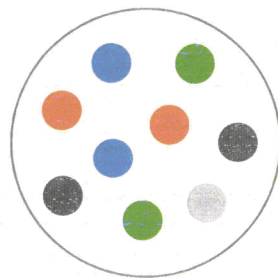
~120k **Time of use with demand** customers

**Create a transition strategy based on experience from our current customers**

Determine:

- Messaging strategies for **Shift, Stagger and Save**
- Touchpoint frequency

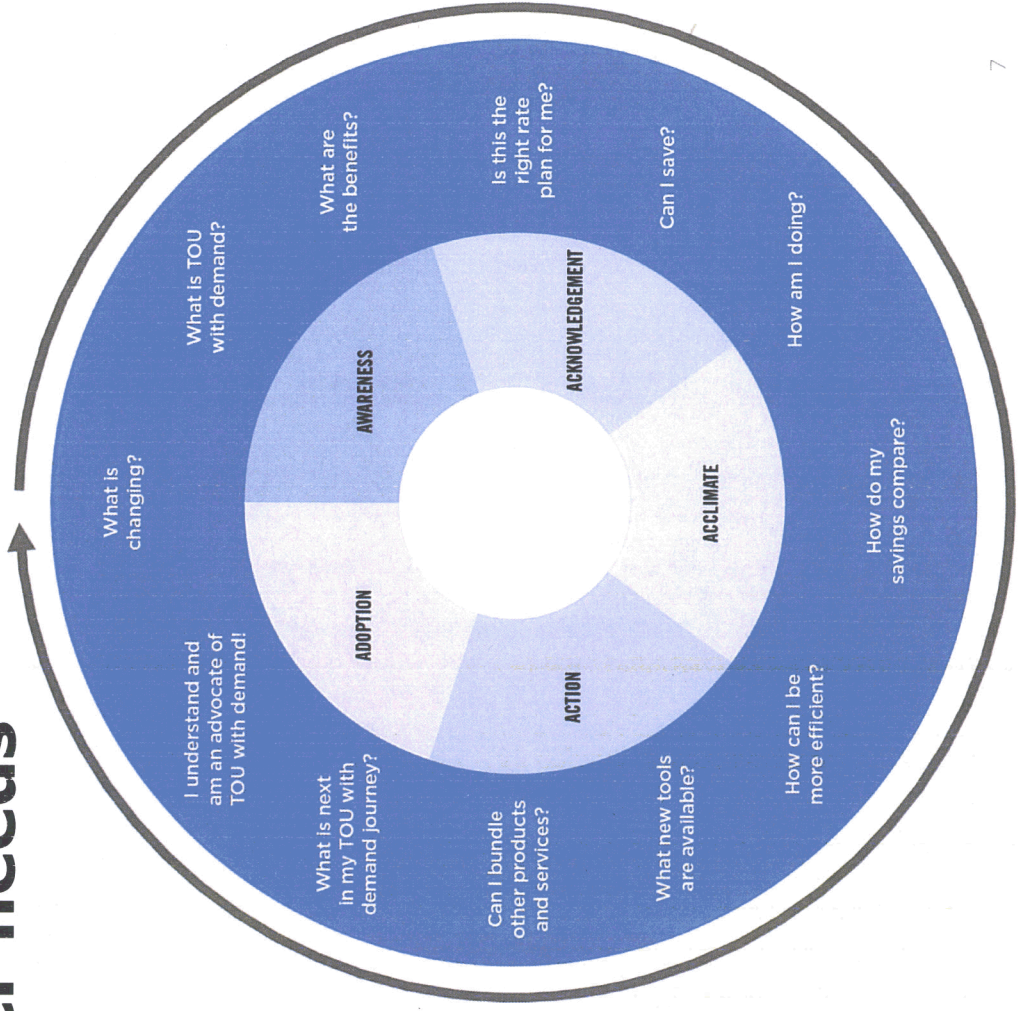
~260  
thousand  
Residential  
**x-small**  
customers



# Building an education and outreach plan around the customer needs

## Education & outreach objectives:

- Drive awareness across all communications channels
- Acclimate / familiarize customers with Shift, Stagger and Save
- Create a call to action, getting customers to visit [aps.com](http://aps.com) demand page and become familiar with their demand
- Increase adoption of APS tools and programs to facilitate demand awareness and control

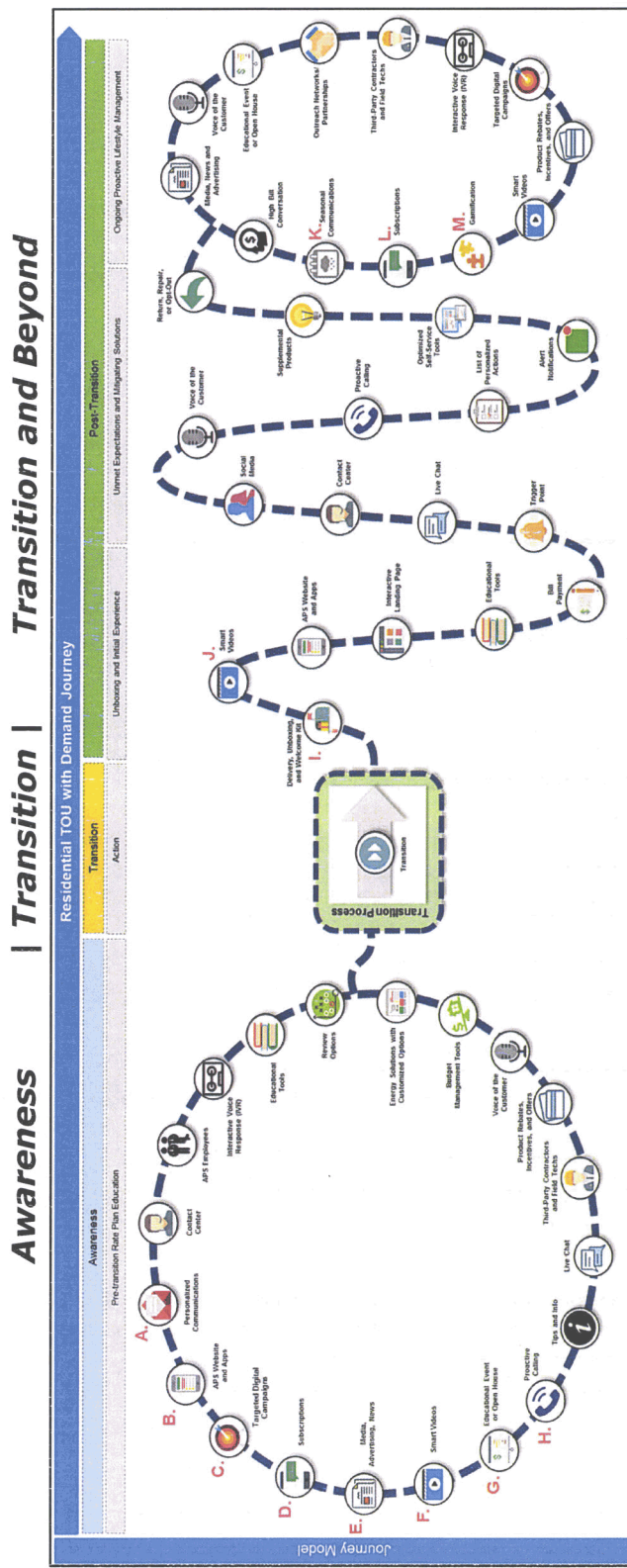


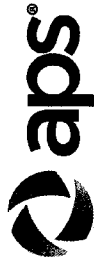


- A touchpoint is a measurable customer interaction
- Touchpoints can include messaging, communications, tools and live interactions

## Touchpoints help to:

- Create awareness to a change
  - Assist a customer in managing energy and lowering their bill
- = millions of customer touchpoints per year**





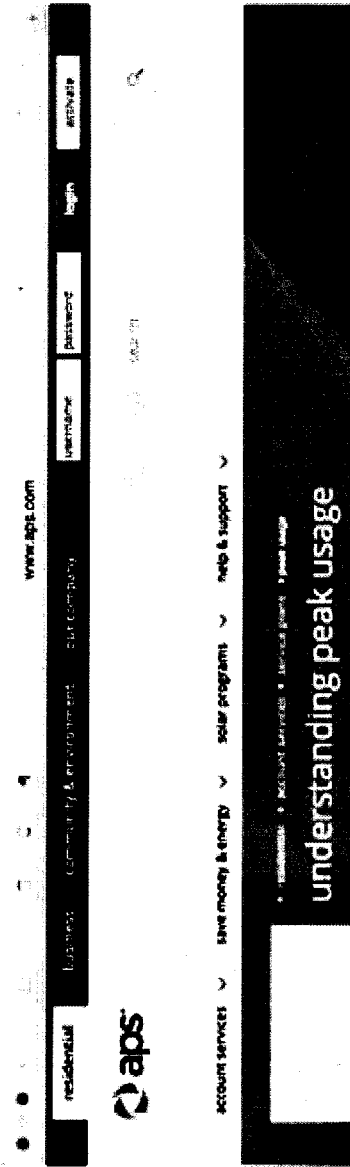
# Digital platforms to support customer education

## Customer-friendly, easy-to-navigate demand webpage:

- aps.com demand webpage, launching this fall
- Easy access to information regarding customer demand questions and quick tips
- Robust webpage with personalized education tools

## Arizona energy initiatives:

- AZenergyfuture.com website
- Detailed information relevant to Arizona's energy future and rate reviews
- Intended for stakeholders and highly engaged customers



For many Arizona, peak usage also referred to as demand load peak may be in the about energy plans



aps.com demand webpage demo



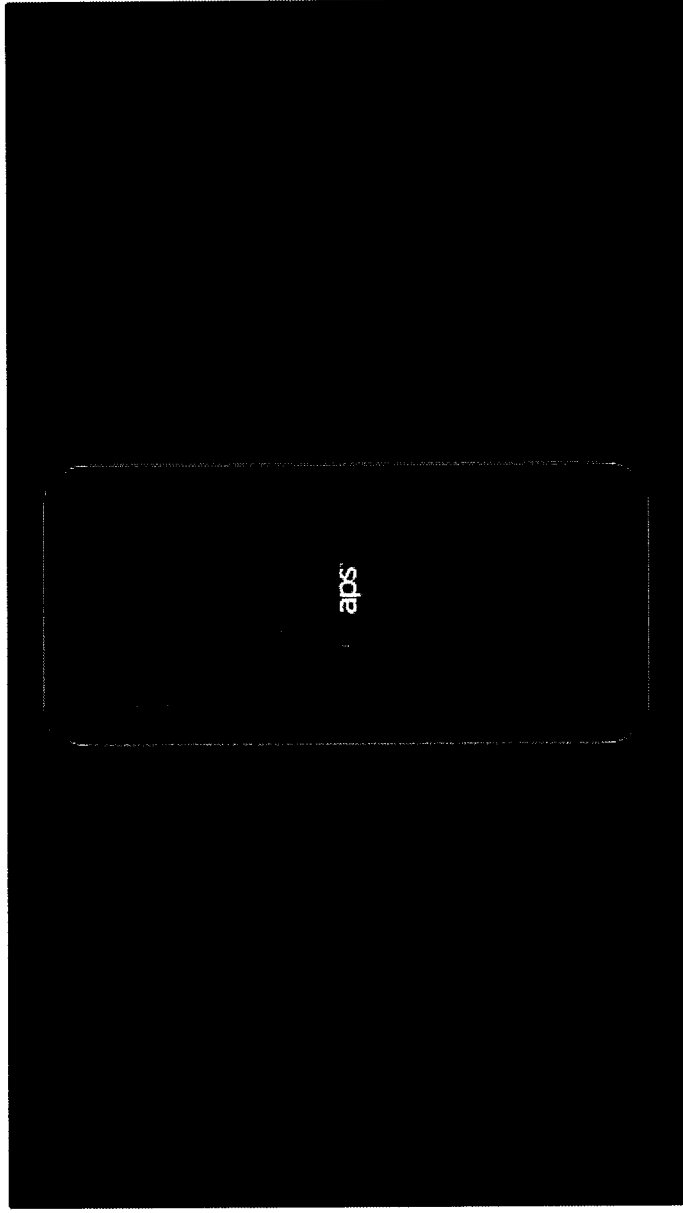
# Digital tools to help customers manage usage

## APS mobile app

- Create transparency in current and historical usage and demand information

## Notifications and alerts center

- Alert customers via text and email set to their threshold preferences
  - Overall energy usage
  - Peak usage alert
  - Payment alert
  - Outages reported

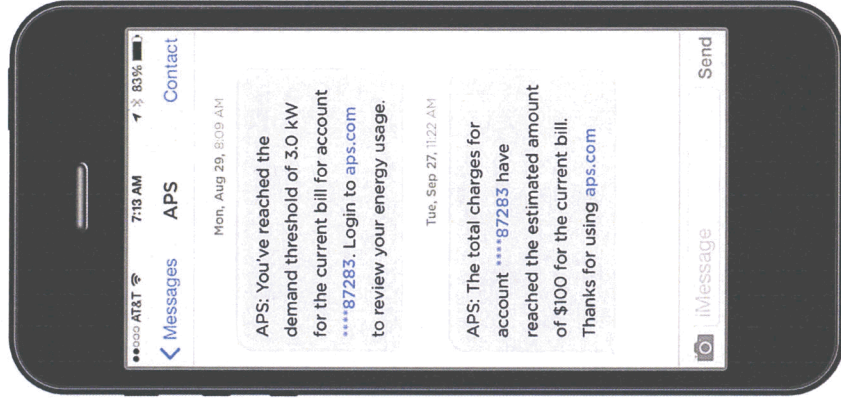


*APS mobile app demo*

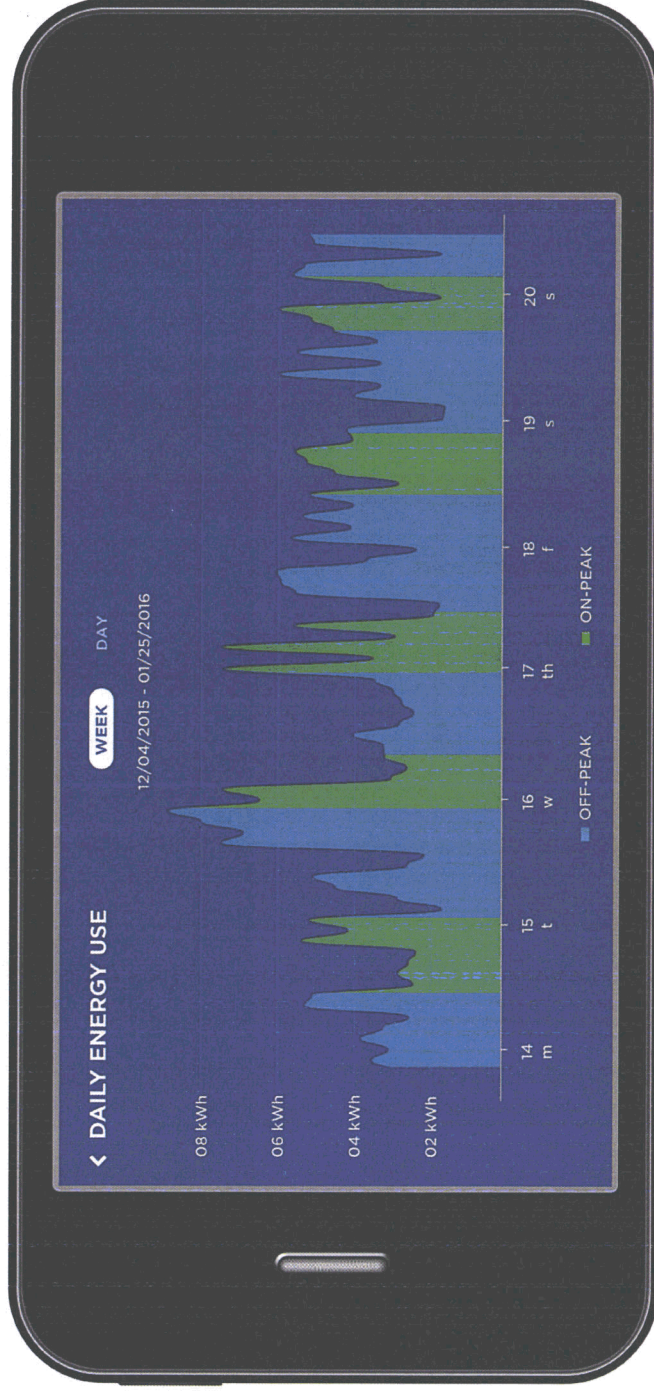




# Mobile phone app and notifications



Mobile app interface



Customer's peak usage graph



# Awareness through community outreach

APS is engaged in the community through...

## Community outreach

- Delivered over 50 presentations to various organizations and communities across Arizona

## Customer open house events

- Held events in Sun City, Flagstaff, Payson
- Expect at least 10 additional events to be held throughout Arizona prior to transition. Casa Grande and Pebble Creek scheduled for this year.

## Home shows and community events

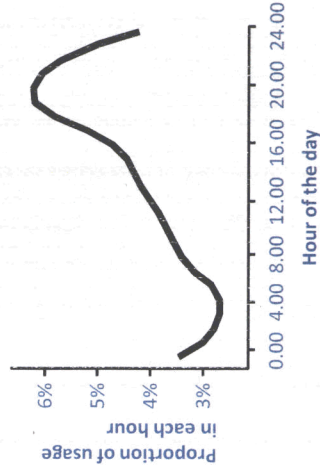
- Approximately 130 events scheduled to provide awareness



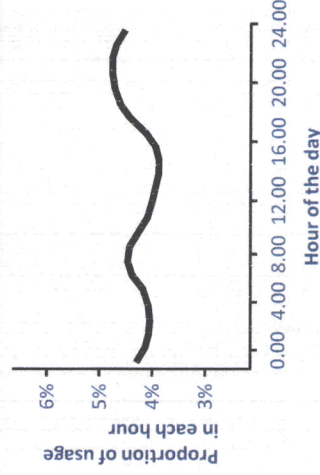
# Customer usage insights

- Recognize it is important to know our customer profiles in order to create tailored messaging
- Understand who they are, how they use our product and how best to communicate to them

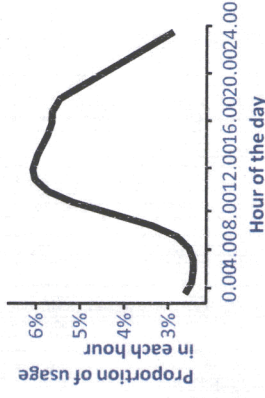
**Weekday Evening Peakers (Index = 1)**



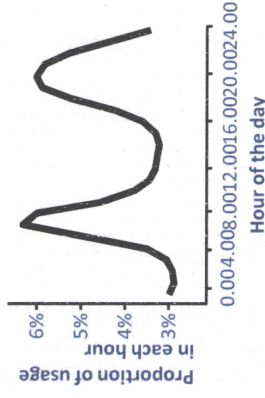
**Weekday Steady Eddies (Index = 0)**



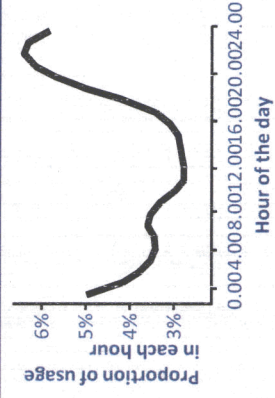
**Weekday Daytimers (Index = 4)**



**Weekday Twin Peaks (Index = 3)**



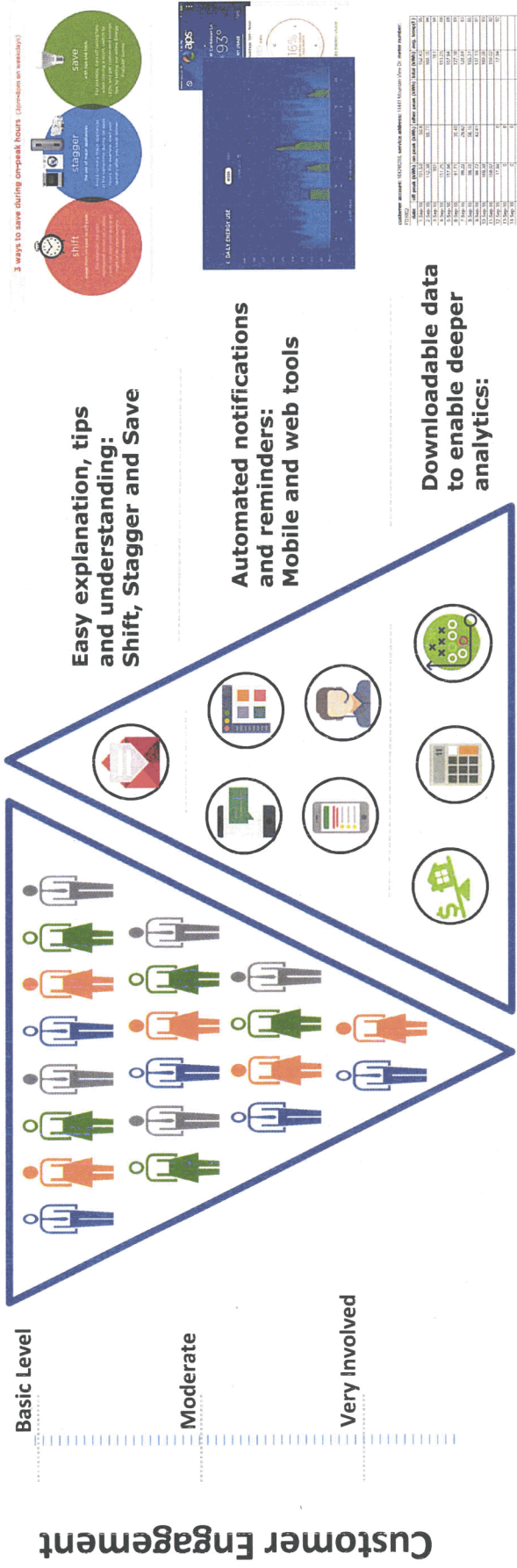
**Weekday Night Owls (Index = 2)**



*Graphs: 5 load profile types for APS residential customers*

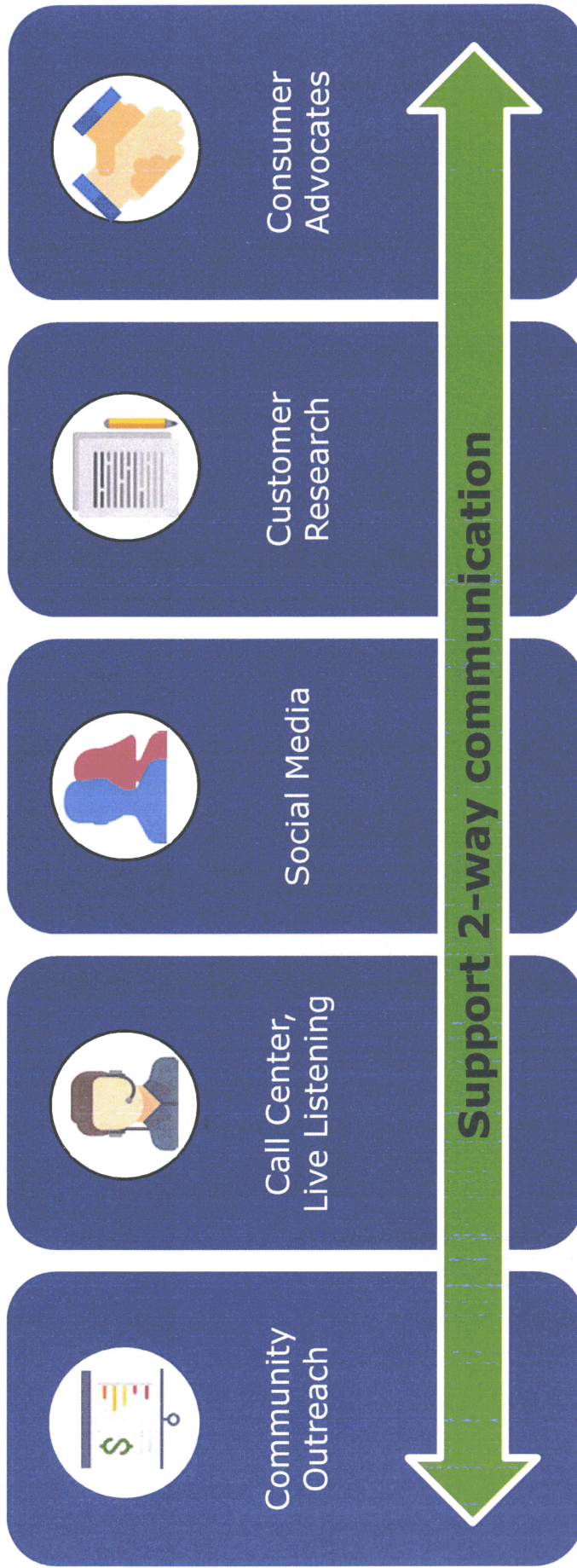


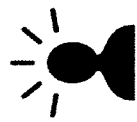
# Customers level of engagement



- Create a plan that addresses all types of customers and their individual engagement preference
- Give customers the option to receive their preferred level of information regarding their new rate plans and tips to save

## Voice of the customer



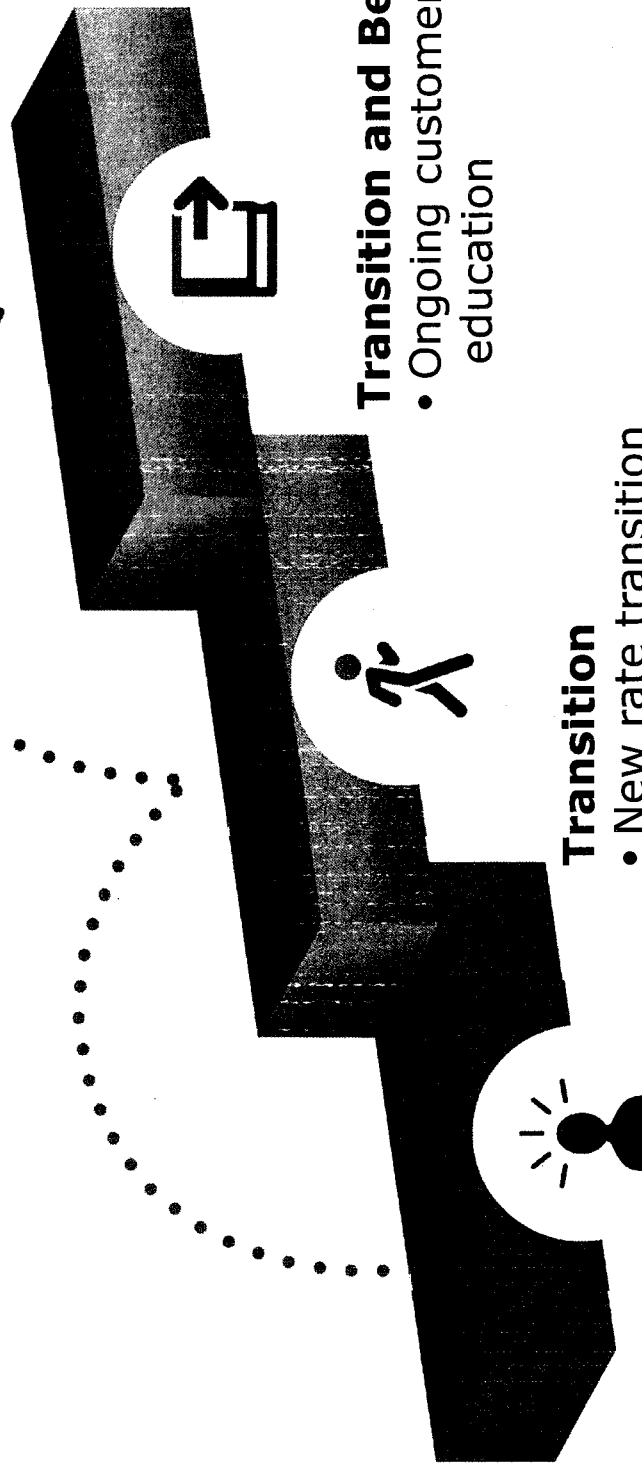


## Phases of Outreach





# Phases tied to the customer journey and overall transition

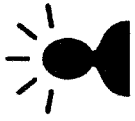


**Awareness**  
• Pre-decision

**Transition**  
• New rate transition

**Transition and Beyond**  
• Ongoing customer education

*Engagement • Enablement • Touchpoints*



# AWARENESS

Pre-decision







# Awareness phase

## Phase objectives:

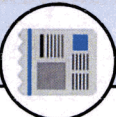
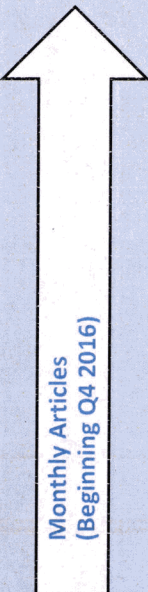

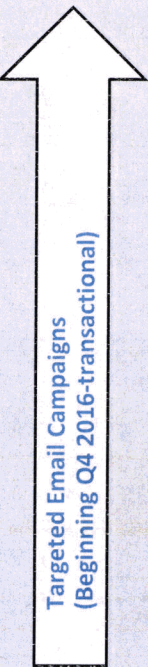

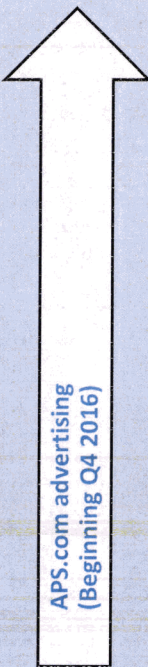
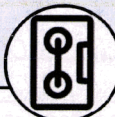
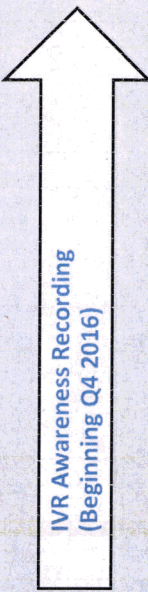

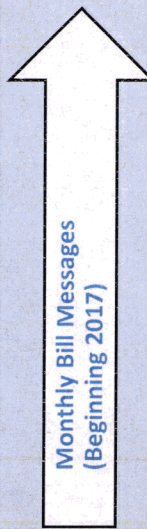
- Educate customers on energy usage prior to the rate transition
  - Build familiarity of Shift, Stagger and Save messaging and drive awareness of which household appliances use the most energy
- Inform the communities we serve through outreach
- Encourage adoption of APS tools and programs through marketing and advertising

3 ways to save during on-peak hours (3pm-8pm on weekdays)





# Awareness phase - education and outreach

E&O	Awareness Phase	
 Newsletter	<ul style="list-style-type: none"><li>• Dedicate section of the monthly newsletter for Shift, Stagger and Save messaging</li><li>• Gradual build of energy usage education</li></ul>	 Monthly Articles (Beginning Q4 2016)
 Email	<ul style="list-style-type: none"><li>• Create Shift, Stagger and Save messaging for transactional emails</li></ul>	 Targeted Email Campaigns (Beginning Q4 2016-transactional)
 APS.com	<ul style="list-style-type: none"><li>• Launch targeted, banner and pop-up ads dedicated to Shift, Stagger and Save</li></ul>	 APS.com advertising (Beginning Q4 2016)
 IVR Message	<ul style="list-style-type: none"><li>• Setup IVR messaging as customers dial into the contact center</li></ul>	 IVR Awareness Recording (Beginning Q4 2016)
 Bill Communications	<ul style="list-style-type: none"><li>• Develop bill inserts and bill messaging with Shift, Stagger and Save messaging</li><li>• Vary bill insert and bill message by month</li></ul>	 Monthly Bill Messages (Beginning 2017)



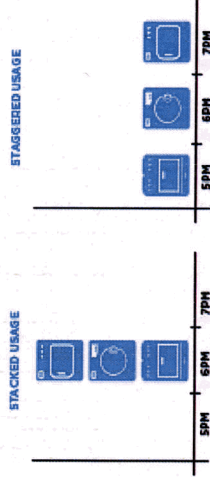


Demand rates can be explained in two words: When and How

## Demand education

Appliance	Power Rating
Refrigerator	1.5 kW
Washing Machine	2.5 kW
Dishwasher	1.5 kW
Water Heater	4.5 kW
Stove	8.0 kW
TV	0.1 kW

## Shift, Stagger and Save: appliance usage



## Shift, Stagger and Save: how to stagger

## Alerts and notification campaign



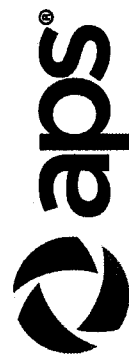
## Mobile app campaign

## Your Energy, Your Options campaign



# Transition

New rate transition

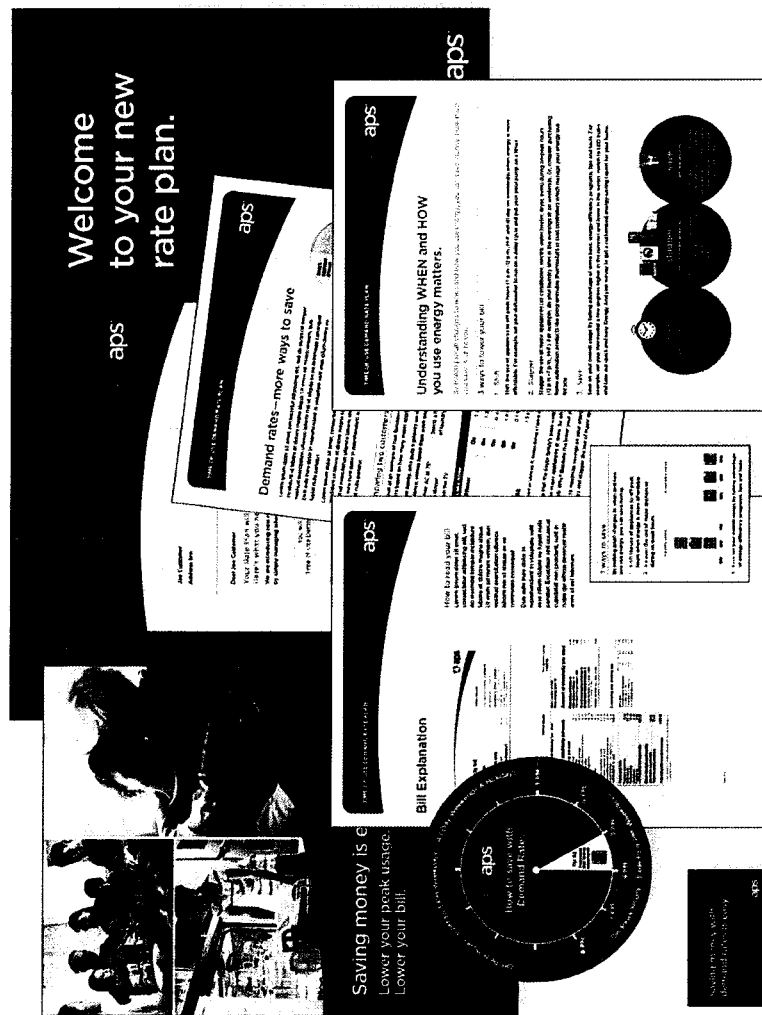




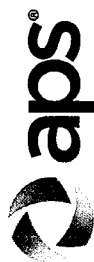
## Transition phase

### Phase objectives:

- Inform customers of transition details
  - Notice of upcoming change and best rate analysis
  - Reinforce Shift, Stagger and Save messaging, while providing additional tips to stagger and become familiar with their new rate plan
  - Welcoming communication via smart video and/or mailer
- Leverage segmentation to effectively communicate
- Ensure business readiness—people, process, systems and technology
- Execute rate transition










Sample welcome kit



# Transition phase - education and outreach

## E&O

## Transition Phase

	<b>Awareness Phase</b>	<ul style="list-style-type: none"><li>• Continue education and outreach efforts from the awareness phase with adjusted messaging to fit transition phase</li><li>• Newsletter, Bill Communications, Email, APS.com, IVR</li><li>• Personalized letter with customer information regarding upcoming transition and best rate analysis</li><li>• Sent via direct mail</li></ul>
	<b>Letter</b>	
	<b>Smart Video</b>	<ul style="list-style-type: none"><li>• Personalized smart video with customer information regarding upcoming transition and best rate analysis</li></ul>
	<b>Social Media</b>	<ul style="list-style-type: none"><li>• Leverage social media platforms to send TOU with demand and Shift, Stagger and Save messaging</li><li>• Monitor voice of the customer</li></ul>
	<b>Community Partnerships</b>	<ul style="list-style-type: none"><li>• Leverage community partnerships to educate on TOU with demand transition</li></ul>
	<b>Mass Media</b>	<ul style="list-style-type: none"><li>• Shift, Stagger and Save mass media campaign (radio, print, digital, podcast)</li></ul>
	<b>Welcome Kit</b>	<ul style="list-style-type: none"><li>• Interactive and personalized welcome kit introducing customers to their new TOU with demand rate plan</li></ul>



# Transition and Beyond

Ongoing customer education





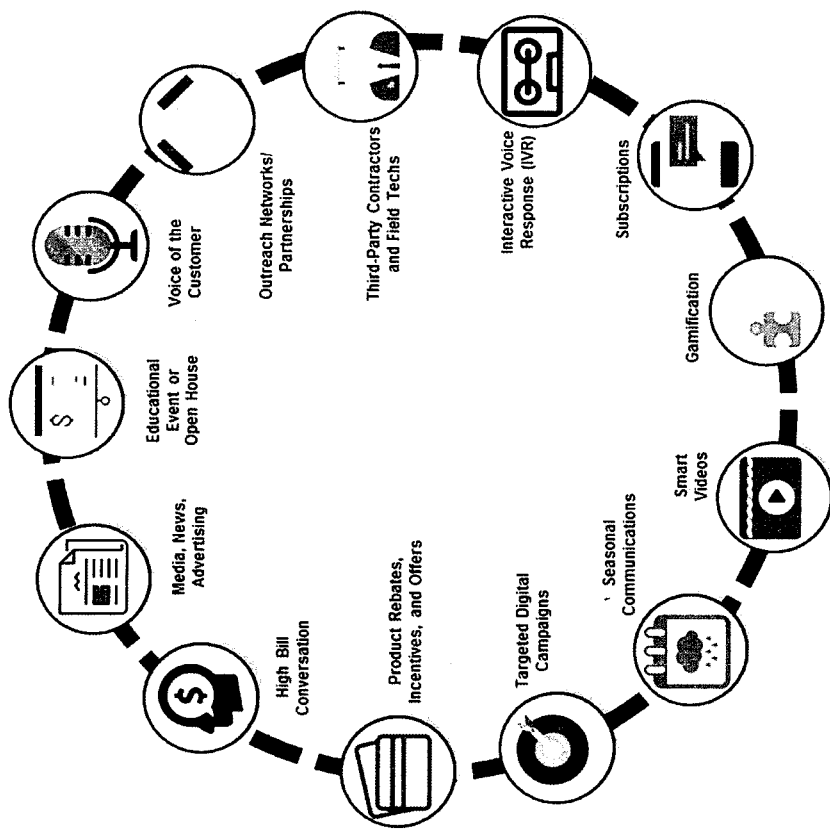


# Transition and beyond phase

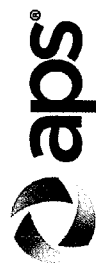
## Phase objectives:

- Continue Shift, Stagger and Save messaging and incorporate outbound outreach as appropriate
- Reminders and savings tips before high heat and cooling seasons
- Encourage participation in programs, alerts and other service offerings
- Monitor customer feedback regarding recent transition experience

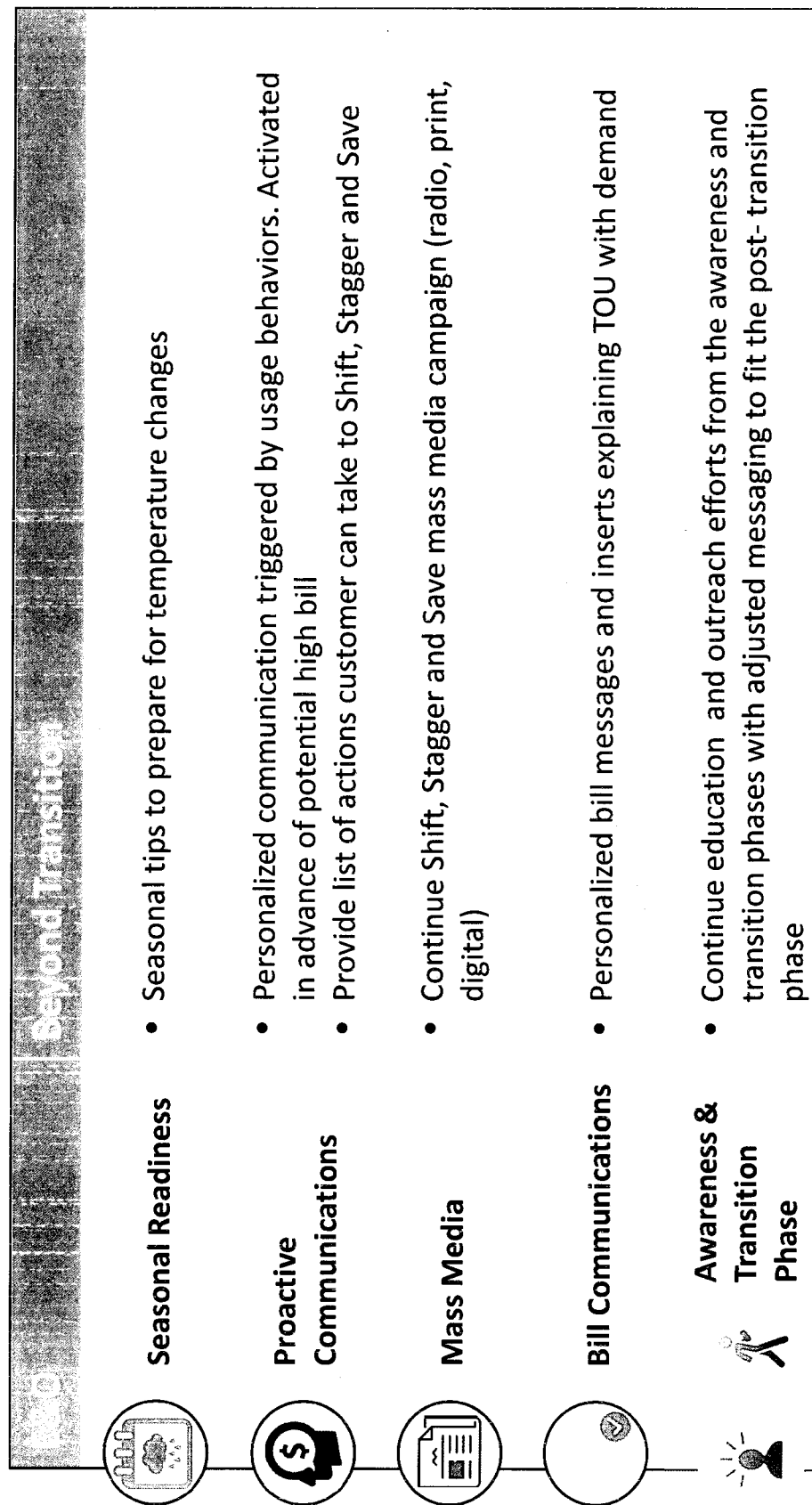
TOU with Demand Post-Transition  
Ongoing Proactive Management and Adoption







# Transition and beyond phase - education and outreach



# Summary

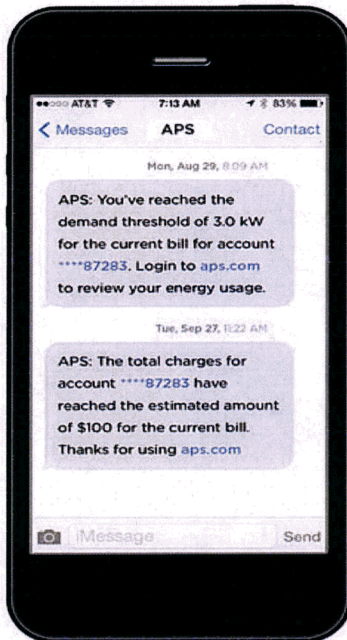
## • Our commitment:

- Create a seamless and transparent customer journey
- Leveraging the success of current rate plans and our customer's experience
- Create an awareness of TOU with demand rates for our customers, with the goal of leaving them feeling well informed
- Provide helpful tools and resources

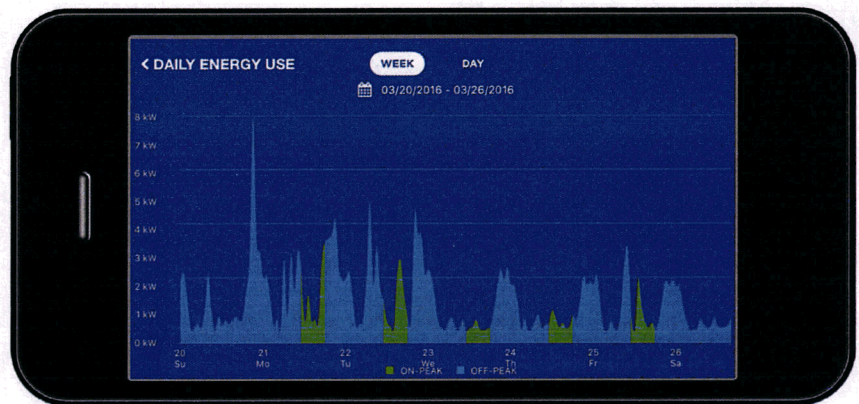


APS engages with its customers through millions of touchpoints each year and each touchpoint is an opportunity to create awareness and assist a customer in managing their usage. These touchpoints include: live interactions, educational tools, smart videos, media and advertising, APS.com, and many more. APS is committed to providing customers with information, tools and resources to make informed decisions.

**Education through Digital Platforms and Tools** [Please reference Slides 9-11]



**Notification Center:** In the Spring of 2015, APS launched new functions to its Notification Center enabling customers to set both email and text alerts on usage and billing thresholds customers choose. Much like customers with mobile phone plans who set notifications when they reach text or data amounts they designate, APS's notification center enables customers to set energy (kWh), dollar, and peak usage (demand/kW) thresholds to notify them when those thresholds have been reached.



**APS Mobile App:** In the Spring of 2016, APS launched the APS Customer App for both Apple and Android phones. The mobile app enables customers to access account information, view their energy usage and more specifically their peak usage (demand) in the context of on-peak hours. As seen on Slide 12, a customer can view their weekly or daily peak usage (demand). Usage is shown in both off-peak (blue) and on-peak (green) hours. A customer can select any point of the graph to see what their peak usage (demand) was at that time.

**Peak Usage (Demand) Page:** Launching in the Fall of 2016, customers will have the opportunity to gain easy access to information regarding peak usage (demand) by showing their **own** history of peak usage (demand) highs and lows over a 12 month period. For further context, customers will have the ability to compare their peak usage (demand) to those in similarly sized homes. This customer friendly and easy-to-navigate webpage provides customers the ability to learn how peak usage (demand) affects their bill.



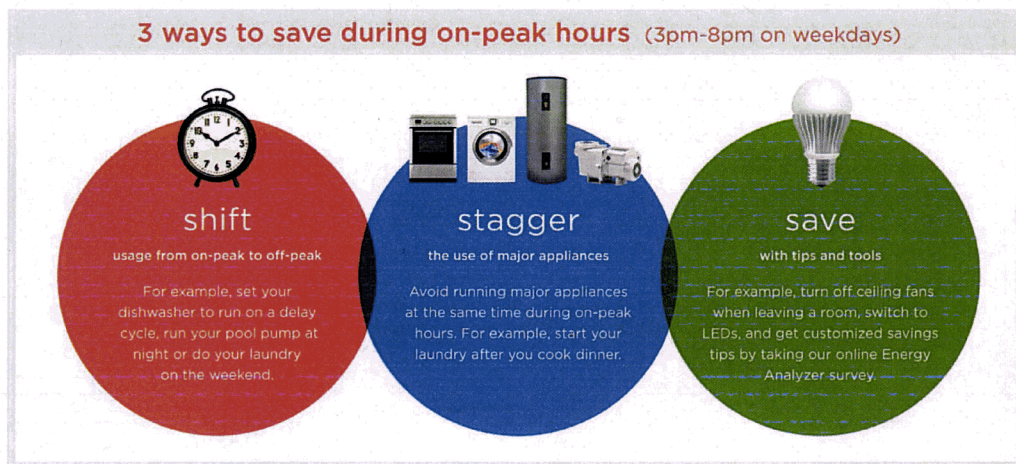
*On September 29, 2016 APS presented a Residential Customer Education and Rate Transition Plan at the third Rate Review Technical Conference. APS is submitting this addendum to highlight key points and provide a narrative to that presentation.*

### **Introduction**

APS has proposed a robust residential education and transition plan to provide a seamless and transparent customer journey to rates with peak usage (demand). APS is dedicated to providing customers with information, tools and resources to make informed decisions. This comprehensive plan will provide customers the necessary information to prepare for a transition to APS's proposed rates.

### **APS's Core Message: SHIFT, STAGGER, and SAVE** [Please reference Slide 5]

APS developed a core message that will be reinforced throughout the outreach plan and will provide customers opportunities to become familiar and aware of their energy usage and opportunities to save. **Shifting use to off-peak hours, Staggering the use of major appliances and Saving through energy conservation on their overall bill.** APS has already begun promoting Shift, Stagger and Save through newsletters, emails, APS.com and Interactive Voice Response (IVR) messaging.



### **Our Customers: Not Starting from Zero** [Please reference Slide 6]

APS's education and transition plan is based on experience from our current customers. It is important to note that a significant number of APS customers are already familiar with the savings opportunities that encompass the proposed rates.

Today...

- Over 120,000 APS customers are on a Time-of-Use with Demand Rate Plan and reduce their bill by avoiding the use of major appliances simultaneously during on-peak hours and instead utilizing them sequentially over time. **These customers have the opportunity to shift, stagger and save.**

- Over 450,000 APS customers are on a Time of Use Rate Plan and reduce their bill by moving, or shifting, their usage to off-peak hours and reducing their overall energy usage. **These customers have the opportunity to shift and save.**
- Over 480,000 APS customers are on a Standard Rate Plan and know how to reduce their bill through conservation, tools and tips. Many of these tools and tips have been provided by APS's Demand Side Management programs enabling customers to reduce over 2 million MWH over the past five years. **These customers have the opportunity to save through conservation.**

Additionally, over 260,000 customers qualify for the proposed Extra Small rate plan which does not have a peak usage (demand) component. These customers will also have the opportunity to become familiar with what peak usage (demand) is and the shift, stagger and save techniques that they can deploy if they choose to move to a rate plan with peak usage (demand).

**Create a Transition Strategy Based on Experience From Our Current Customers**  
**~1.0M Residential Customers**

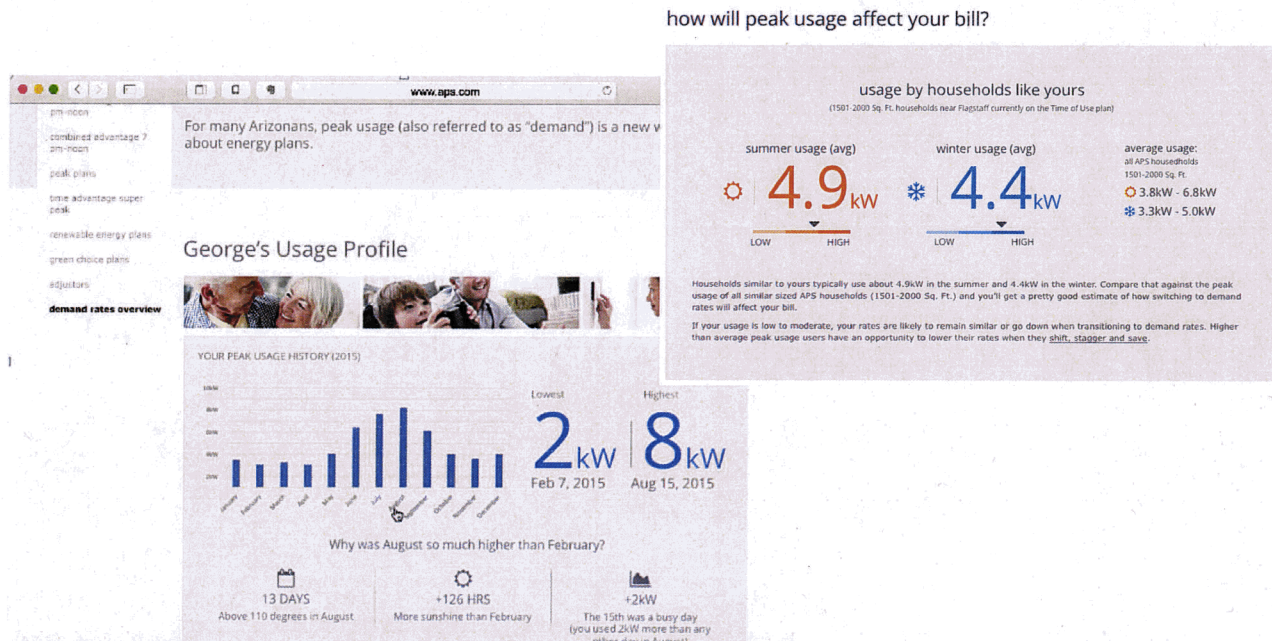


**Commitment: APS is committed to our customers and has built an education and outreach plan around our customer's needs [Please reference Slides 7-8]**

The objective of APS's education and outreach plan is five-fold: (1) drive awareness of peak usage (demand) rate structures, (2) acknowledge customer interest and questions, (3) familiarize customers with opportunities to save through Shift, Stagger and Save, (4) encourage customers to engage with their energy usage and become familiar with peak usage (demand), and (5) increase customer adoption of tools and resources to facilitate peak usage (demand) awareness and control.



Additionally, the webpage provides tips, personalized education tools and other resources to help customers save money.



### Education through Community Outreach [Please reference Slide 12]

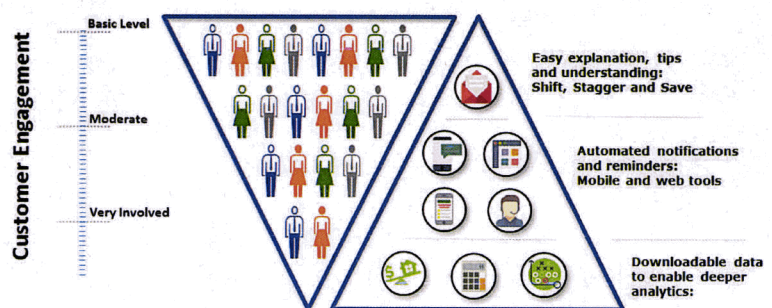
APS is also committed to engaging with customers through community outreach, open houses and events. APS has already delivered over 50 in-person presentations around the State and plans to have more than 100 more community presentations during the next year. These events provide customers opportunities to access information about peak usage, savings opportunities and resource tools. Customers have the ability to interact with APS representatives and to have their questions answered.

### Recognizing Not All Customers are the Same [Please reference Slides 13-15]

A successful customer education and transition plan begins with the customer in the center of all efforts. This includes recognizing customers have different load profiles, individual engagement preferences, as well as, varying interests in how communications are received.

**Load Profiles:** It is important to understand that customers have different usage patterns depending on their lifestyle and when they use energy most. Messaging that would be useful for a customer with one type of usage pattern may not be useful for another customer that has a different usage pattern. Therefore, APS plans to use tailored messaging to have the highest customer benefit and impact.

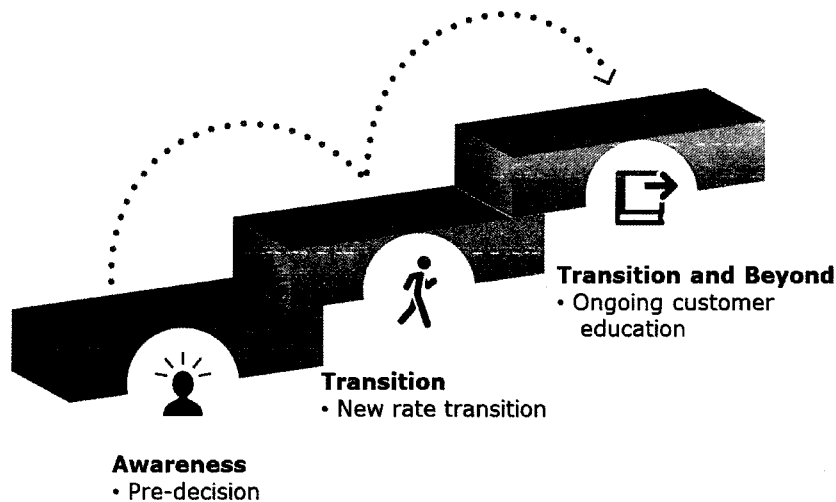
**Levels of Engagement:** Customers have varying levels of interest to engage with their electricity provider. Regardless of a customer's interest in engaging, APS will



provide customers with the ability to access information, tools and data. APS's education plan addresses all types of customers and their individual engagement preferences. Customers will have the option to receive their preferred level of information.

*Communication Methods:* Customers vary in how they want to receive information and communications. Some customers may respond well to bill inserts or social media whereas some customers only want to talk to a live person in the customer care center. APS's education plan takes into account these customer preferences and has built in a variety of communication methods to reach all customers.

**Phases of Outreach: Awareness, Transition, Transition and Beyond** [Please reference Slide 17]



APS has outlined a three-phased approach to transition customers through their journey to the new rate plans. These three phases include *Awareness*, *Transition* as well as *Transition and Beyond*, and will provide engagement, enablement and touchpoints focused on giving the customer the level of information and tools commensurate with their own level of interest. APS is committed to creating a seamless and transparent journey for our customers through a comprehensive education and transition plan. APS believes that a successful education and transition plan centers around its customers and two-way communication is critical. Therefore, in each of the three phases, APS will leverage community outreach, customer care calls, social media, customer research and consumer advocates to ensure messages are resonating with customers.

**Awareness Phase** [Please reference Slides 19-21]

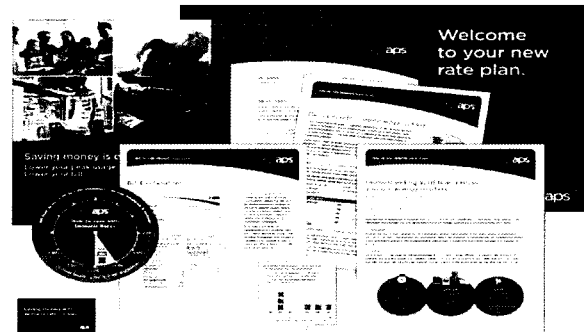
APS is using the time prior to receiving a decision in its rate case to educate customers about energy usage and Shift Stagger and Save in the context of their current rate plan. APS is also focusing education efforts on the key and easy messaging around time-of-use, staggering major appliance use and saving through conservation. This phase will also drive awareness, adoption and usage of APS tools and programs further enabling APS customers. As of October 2016, multiple educational efforts have already begun. These

include: (1) newsletters and emails with Shift, Stagger and Save messaging, (2) targeted banner and pop up ads on APS.com, (3) IVR messaging as customers dial into the customer care center, (4) and live interactions through open houses and community events.

**Transition Phase** *[Please reference Slides 23-24]*

Post-rate case decision, APS will deploy its transition phase, notifying customers of upcoming change of rate plans and movement to new rate plans based on their historical usage and the best, most cost effective rate plan for them. APS will further reinforce the Shift, Stagger and Save message while further driving tools and information facilitating customers to become familiar with their new rate plan. This phase will leverage customer segmentation and APS will communicate with customers through personalized direct mail, smart video, social media, community partnerships, notifications and many other channels. In addition, all customers will receive a "Welcome Kit" in the mail. The goal of this phase is to ensure customer readiness for new rate plans as well as APS business readiness to meet customer needs.

**Welcome Kit:** This customized welcome kit will include a personalized migration letter, magnets and additional education and information tools.



**Smart Video:** This personalized video will be used to communicate with customers, notify them of their specific rate change and to further reinforce ways to save on their bills through Shift, Stagger and Save. These videos, delivered through email, text and account access on aps.com, are customized for each customer and "speak" to them by name and display content based on their individual usage. The video will explain how the customer will be transitioned to the best rate based on their historical usage and will clearly communicate when their new rate will go into effect. The video will conclude by drawing the customer into APS's enabling tools, more information regarding the various rate plans, comparison tools and additional tips on how to save on their new rate.

**YOUR  
RATE  
PLAN  
CHANGE DATE**

:

**NOVEMBER  
16  
2017**

**KELLEY'S NEW RATE PLAN**

**R-2**  **DEC**

**BEST  
RATE  
PLAN**

=

**KELLEY'S  
USAGE**

**aps**

**SHIFT, STAGGER & SAVE**  
**SPENDING & SAVING**  
**SPENDING & SAVING PROGRAMS**  
**RATE COMPARISON**  
**RATE CHANGES**



**Personalized Migration Letter:** A custom rate migration letter will be provided to customers in both email and direct mail. This personalized letter will show the customer's rate plan options, highlight the best rate based on the customer's historical usage, and when the customer will be transitioned to their new rate. The letter will also provide the customer additional information about on-peak and off-peak times, and how to save money using Shift, Stagger and Save.

*Example of Personalized Migration Letter*

For Illustrative Purposes

aps

### Your rate plan will be changing as of [DATE TO COME]. Here's what you need to know.

We are introducing new residential rate plans that give you the opportunity to save by simply managing when and how you use energy.

To help you maximize your savings, we've calculated your annual energy costs based on your current usage patterns. With this analysis, we've selected the best plan for you—**Plan R1**. We will automatically move you to **Plan R1** on (insert Month/Year). Therefore, no action is required on your part. However, if you would like to compare and view all your plan options, visit [aps.com/findmyplan](http://aps.com/findmyplan) or call 800-###-####.

Plan R1	Plan R2	Plan R3
\$1,200 per year	\$1,350 per year	\$1,375 per year

Estimated annual electric bills using your last 12 months of usage data at new rate prices.

#### Why the change?

**Weekdays from 3pm-8pm**, when most Arizonans are coming home, is when the demand for energy is high, causing the price of electricity to increase. This time of day is known as **on-peak**. To help manage the overall demand of energy AND help you save money, our new rate plans encourage the use of electricity during off-peak hours when the price of electricity is lower.

#### Understanding when and how you use energy matters.

**Off-Peak** Monday-Friday, 8pm-3pm and all day Saturday and Sunday, when energy use is lower and electricity is less expensive.

**On-Peak** Monday-Friday, 3pm-8pm, when energy use is higher and electricity is more expensive.

**Peak Usage** Your highest one hour of on-peak energy use during a billing cycle (also referred to as "demand"). You can save money by making small changes to your peak usage.

**ON AND OFF-PEAK HOURS**

Mon-Fri: 8pm (Off-peak) to 3pm (On-peak). Sat-Sun: Always Off-peak.

**PEAK USAGE**

Energy used during on-peak hours

### 3 ways to save during on-peak hours (3pm-8pm on weekdays)

**shift**

usage from on-peak to off-peak

For example, set your dishwasher to run on a delay cycle, run your pool pump at night or do your laundry on the weekend.

**stagger**

the use of major appliances

Avoid running major appliances at the same time during on-peak hours. For example, start your laundry after you cook dinner.

**save**

with tips and tools

For example, turn off ceiling fans when leaving a room, switch to LEDs, and get customized savings tips by taking our online Energy Analyzer survey.

**Transition and Beyond Phase** *[Please reference Slides 26-27]*

Lastly, it is important to continue communicating with customers after the transition phase and further reinforce the Shift, Stagger and Save messaging. This phase emphasizes the use of two-way communication and APS will monitor customer feedback regarding transition experiences and will answer customer questions as they arise. The Transition and Beyond phase will include personalized communications triggered by customer usage behaviors, provide recommended actions for a customer to save on their bill, and seasonal tips to help customers prepare for temperature changes. This phase will leverage the use of Social Media, Educational and Open Houses, Community Partnerships and more to encourage participation in program alerts and other service offerings. The purpose of this phase is to refine existing tools, potentially develop new tools and continue messaging efforts to build customer awareness.

**Summary**

The goal of this customer education and transition plan is to create a transparent and smooth customer journey. The plan leverages the success of APS's current rate plans and the experience of our customers. APS's education plan will create customer awareness of peak usage (demand) and provide helpful tools and resources to facilitate opportunities to save.